

# CUNY iD

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IDENTITY STANDARDS AND APPLICATIONS





## Chancellor's message

**T**HROUGH THE COLLEGES AND PROFESSIONAL SCHOOLS, The City University of New York offers an unequalled combination of academic diversity and excellence. This “integrated” University is a source of great intellectual vitality and richness.

With so much to offer so many, it is essential that the University's symbols of identity be clear, unified and consistent. Visual symbols of CUNY's identity bring recognition not only of the institution, but of its values and goals, as well.

The University's need for a strongly linked brand identity has outgrown the system created in 2005 at the launch of the “Invest in CUNY” campaign. Building upon those guidelines, the CUNY iD branding book provides examples and illustrations in each area of use, and expands assistance to help with the ever-increasing use

of visual symbols of the University's identity.

When all of our colleges, professional schools and University offices use the CUNY logo in a consistent way, everyone benefits. The strength of the individual identities of our institutions is enhanced by the clear connection to the University and its values as a whole.

Senior Vice Chancellor for University Relations and Board Secretary Jay Hershenson will be in touch with you and your chief external affairs officer as we continue to develop and strengthen the integrated University. Thank you for your cooperation and support.

Sincerely,

A handwritten signature in black ink that reads "Matthew Goldstein". The signature is fluid and cursive.

Matthew Goldstein, Chancellor



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EVERY DAY, THE CITY UNIVERSITY OF NEW YORK and its colleges and professional schools display an identity to millions of people. From websites to publications to correspondence to the signs for its buildings, from advertisements and exhibits to the venerable business card, the University chooses how it will be recognized with its visual symbols. In communications of every nature, at every point of contact, the opportunity exists to enhance the University's image, reputation and identity.

Visual symbols, when used in a clear and consistent manner, have the power to make that identity instantly recognizable, and provide the branding that leverages the strengths of the University and its colleges and schools with each other, while building a shared sense of community and pride. With consistency of design and application, a strong brand identity can be instilled and reinforced, with the elements becoming ever-stronger signs of the University's quality, value and diversity of opportunity.

The Office of University Relations has developed CUNY iD to set forth standards for a full range of identity and branding matters. It provides guidance for the use of the CUNY Logosquare and Logotype, which are the central elements in the branding and the identity of the University, and the co-branding relationships with the colleges and professional schools.

Standards are also set forth to ensure a consistent visual identity of CUNY's stationery system and for print media such as newsletters, display advertising, brochures and flyers, as well as promotional material. The use of visual elements of identity for the Web is outlined in a way that provides both consistency and flexibility. This manual also provides a system of guidance about sign

development, choice and placement. With the size of the University, its growth and the number of its buildings, questions frequently arise about the use of signage, both interior and exterior.

For external audiences, CUNY iD's clear and consistent identity standards will enhance the University's relationship with city, state and federal entities, alumni, donors and other philanthropic partners, private sector and local communities, prospective students and other constituencies. Within the University, the system of co-branding described in this manual will benefit public relations, recruitment, continuing education activities, and relationships among students, faculty and staff.

CUNY iD reflects the good work of Director of Communications and Marketing Michael Arena, who implemented an extensive review of industry best practices and standards in higher education as well as the nonprofit and for-profit sectors.

A new manual was created and benefited greatly from the suggestions, comments, advice and examples provided by professionals at the campuses in marketing, communications, advancement and development.

We view this as a living document. The inexorable rush of technology and the ever evolving nature of the University itself are among the forces that will require editorial vigilance to ensure this document remains useful to the communities it serves. For now, with the standards of this manual in place, and the coordinated use of our graphic elements, CUNY and the college brands will be enhanced, communicating the strengths of both the University and its schools and colleges and the unity of CUNY's purpose.





THE CUNY LOGOSQUARE IS THE FOUNDATION of the University's visual identity system. Developed in 2005 by Pentagram, it replaced the pentagon logo and initially was created as part of the "Invest in CUNY" program.

In the intervening years, the CUNY Logosquare has seen widespread use, with only limited guidance.

CUNY visual identity standards have developed and improved steadily since then and can provide much more assistance now. In the following pages, this manual will provide guidance and standards for the use of the University Logosquare and with the Logotype name of the University.

Proper sizes in proportion to other identity elements as well distances that work most effectively are outlined. Examples are displayed of choices in the use of the University logo at the top or bottom of an element. Standards have also been developed for the selection of typefaces to be used for a consistency in the presentation of graphic identity elements, with a full range of weights and styles to provide the necessary diversity. The primary font family is Trade Gothic, with Chronicle now being introduced as the secondary font where a classic serif look is appropriate. An expanded family of primary and secondary colors is also offered for use with the Logosquare.

The Logosquare, cited by one design firm as one of the 10 best university and college logos in the country, supersedes all the previous graphic identity elements that have been used by the University system.

## The Logosquare

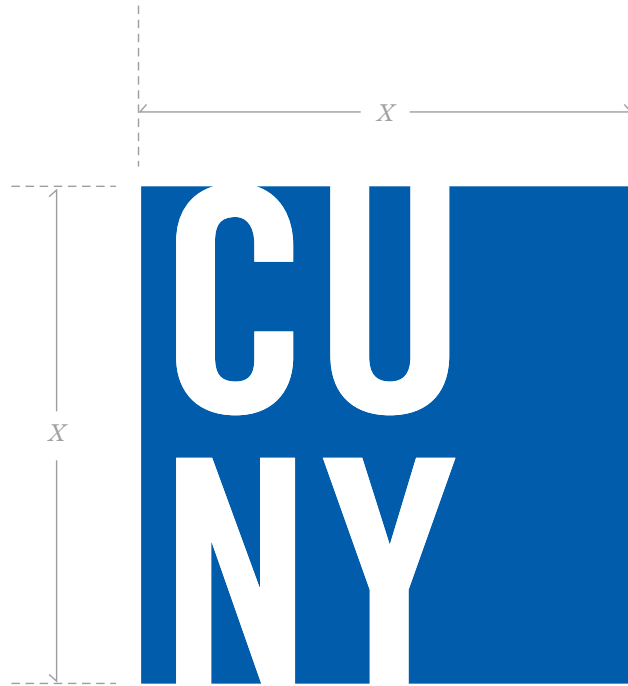
For all usage.

The CUNY Logosquare is a perfect square that is central to all aspects of the University's graphic identity. Its proportions must remain at the heart of all permutations and extensions of the brand.

The letters are set in Trade Gothic Bold Condensed No. 20 and “knock out” in white from the Logosquare.

Throughout this guide, the term “Square” refers to the Logosquare.

Graphic identity elements no longer used, as illustrated on this page, include the University name set on three lines of type, used for a limited amount of time from 2003 until 2005, and the pentagon enclosing the CUNY letters, created in xxxx and used until the end of 2004. Use of the name bands, which began with the Logosquare in 2005, is no longer required.





## The Logosquare



### Incorrect usage

Do not distort the Logosquare horizontally or vertically.



Do not fragment.



Do not tilt the Square on an angle.



Do not fade the color.



Only use approved colors in the Square.



Do not substitute another font.



Do not use more than one color within the Square.



Do not relocate the type within the Square.



## The Logotype

For all usage.

The CUNY Logotype combines the Logosquare with the full name of the University set flush left on four lines in Trade Gothic Light to the immediate right of the Square. The top and bottom edges of the type align with the top and bottom edges of the Square, respectively.

The distance from the Square to the left edge of the type should equal the space to the left of “CUNY” within the Square itself.

Whenever the Logosquare is used in conjunction with the words “The City University of New York,” the official Logotype seen here is *the only approved configuration*.



## The Logotype



### Incorrect usage

Do not allow the type to touch the Logosquare.



Do not rebreak the type.



Do not shrink the type so that it does not align top and bottom.



Do not place the type to the left of the Square.



The University name cannot appear above or beneath the Square.



Do not set the type in all caps or all lower case.



The font must be Trade Gothic Light. Do not use other fonts or weights.



Do not add graphics to the Square.



## Logotype placement

Clear space and page placement.

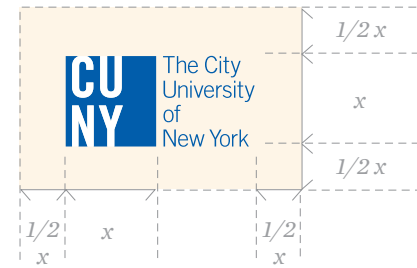
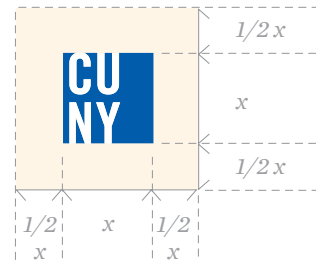
It's important that the Logotype be given room to maintain its individual identity. Thus, other graphic elements, including type, should remain outside of a clear space that measures at least 1/2 the Square's width from the Logotype.

### RECOMMENDED

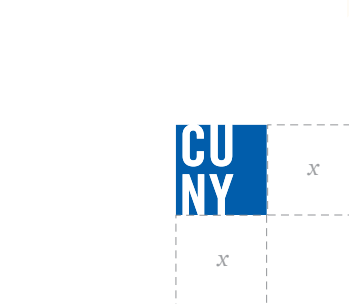
The logo should be placed so that there remains at least a Square's width space between it and the edge of the piece on which it appears.

It should not be located less than 1/2 the Square's width from the edge.

### Clear space



### Page placement



## Logotype size/proportions

Absolute and relative sizes.

### Actual (absolute) minimum sizes of logos



Generally, the Logosquare should never be reproduced smaller than 1/4" (.25") in height. When you add the stacked University name, the Logotype's smallest reproduction size is slightly larger, 5/16" (.3125") in height.

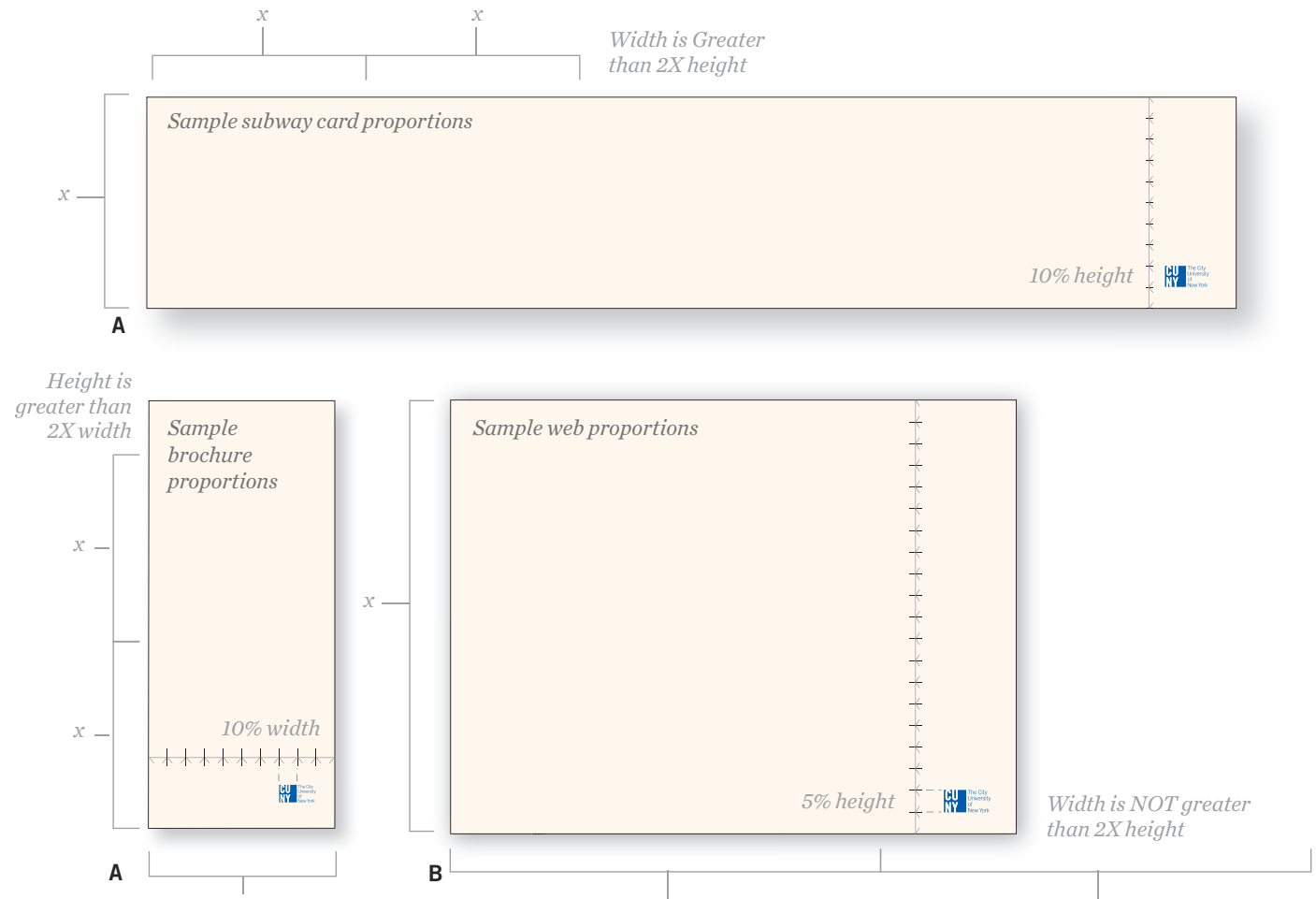
But the smallest acceptable size will also depend on the context of the item or location in which it appears. For instance, a long horizontal billboard will require a larger proportional branding presence than a small oblong postcard.

In cases where one dimension (height or width) of the item is greater than 2X its other dimension, the minimum height for the Logosquare is 10% of the smallest measurement. **(A)**

In cases where one of the item's dimensions (height or width) is less than 2X its other dimension, the minimum size for the Logosquare is 5% of the smallest measurement. **(B)**

The absolute minimum sizes still apply.

### Relative minimum sizes of logos



## Color Choice

For all usage.

The four primary colors shown are the *only* ones in which the Logos may be reproduced. The CUNY letters appear opaque white, except when the Logo itself is reproduced in white, when the letters may appear transparent (so that the background shows through).

For signage and other instances where materials without applied colors form the Logo, neutral materials such as stainless steel, brushed aluminum and frosted glass are recommended. See Chapter 6, “Signage.”

Our secondary color choices mesh particularly well with our primary choices and are recommended as backgrounds for the Logos.

\* Note: Print values for some colors shift when printed on uncoated stock. For instance, the Primary color Pantone Orange 716C reproduces poorly on uncoated stock and Pantone Orange 151U should be substituted. It is recommended to speak with your printer when printing on uncoated stock to ensure the closest color match is made.

For all approved Logotype art files, downloads are available at [cuny.edu/iD](http://cuny.edu/iD).

See Chapter 3, “Web and digital media” for more information about accurately achieving these colors onscreen.

### Primary (logo) colors



Pantone Blue 286C  
C100 M66 Y0 K2  
R29 G58 B131



Pantone Orange 716C\*  
Pantone Orange 151U\*  
C00 M45 Y91 K0  
R238 G128 B13



Pantone BlackC  
C0 M0 Y0 K100  
R0 G0 B0



White  
NA  
R255 G255 B255

### Secondary colors



Pantone Cool Gray 9C  
C0 M0 Y0 K51  
R102 G111 B116



Pantone Cool Gray 5C  
C0 M0 Y0 K29  
R182 G186 B189



Pantone Ochre 1245C  
C0 M28 Y100 K18  
R177 G130 B12



Pantone Umber 1265C  
C0 M27 Y100 K51  
R100 G76 B14

### Auxiliary colors



Pantone Indigo 2768C  
C100 M90 Y13 K61  
R18 G32 B77



Pantone Tangerine 165C  
C0 M59 Y96 K0  
R255 G102 B0



Pantone Leaf 370C  
C56 M0 Y100 K27  
R68 G111 B22



Pantone Cool Gray 3C  
C0 M0 Y0 K17  
R214 G219 B222



Pantone Sky 3005C  
C100 M34 Y0 K2  
R0 G93 B170



Pantone Golden 1235C  
C0 M29 Y91 K0  
R255 G182 B15



Pantone Chartreuse 390C  
C22 M0 Y100 K8  
R173 G182 B5

## Color choice



### Incorrect usage

Use only primary colors in the Logotype.



The CUNY letters should always be white (or transparent).



Multiple colors should not be used within the Square.



Transparent CUNY letters should only be used with a white Logotype.



## Font standards

For print and desktop usage.

Our primary University font family is Trade Gothic, designed in 1948 by Jackson Burke for Linotype. The typeface is a simple grotesk sans serif that remains a common choice due to its wide interior spaces and easy legibility. It implies a strong character and sturdiness, especially in condensed weights and smaller sizes, and was chosen for the University to maintain a solid underlying foundation in all brand communications.

### RECOMMENDED WEIGHTS:

- Trade Gothic Light
- Trade Gothic Bold Two
- Trade Gothic Condensed No. 18
- Trade Gothic Bold Condensed No. 20

Other weights are available.

The Italic (or Oblique) form of each weight is permitted, although it should never be formatted as a “style” within an application.

For Web usage, Arial, found on most computers, is the preferred typeface. (See Chapter 3, “Web and digital media”)

### TRADE GOTHIC LIGHT and OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ 123456*

### TRADE GOTHIC BOLD TWO and OBLIQUE

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 1234567890**  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ 123456***

### TRADE GOTHIC CONDENSED NO. 18 and OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ 123456*

### TRADE GOTHIC BOLD CONDENSED NO. 20 and OBLIQUE

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 1234567890**  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ 123456***



## Secondary font standards

For print and desktop usage.

Our secondary University font is Chronicle, a serif font recently designed by the Hoefler & Frere-Jones Foundry and inspired by 18th-century Transitional style fonts. It is preferred for publication and long text usage.

Not merely designed for newsprint, Chronicle was created to be space efficient in all media where space is at a premium, yet it maintains an even visual texture through its carefully calibrated serifs.

The range of weights, from Chronicle XLight to Black, is augmented by the choice of Text and Display weights, which allow designers total control of the typographic density of the page. Only some of these weights are displayed at right.

### CHRONICLE TEXT G1 ROMAN and ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ 123456*

### CHRONICLE TEXT G1 SEMIBOLD and ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ 123456*

### CHRONICLE TEXT G1 BOLD and ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ 123456*

### CHRONICLE DISPLAY SEMIBOLD and ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ 123456*

### CHRONICLE DISPLAY BOLD and ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ 123456*

### CHRONICLE DISPLAY BLACK and ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ 123456*

The City University of New York

# GRADUATE SCHOOL OF JOURNALISM

WITH CUNY'S BROAD BASE of individual and unique educational strengths, consistent, unified standards of visual identity provide enormous benefits to the University at large and to its colleges and schools. In the past, with limited guidance and few examples to draw upon, co-branding with the CUNY Logosquare at times was neglected, or did not take full advantage of the possibilities.

With new standards developed for the Logosquare, the following pages illustrate ways colleges and schools can link visual identity with the University, providing examples of what works well while offering the flexibility to meet individual needs.

The strong identities of each of the CUNY colleges and schools will remain in place, but the successful co-branding of the identity of the University at large with its institutions will enhance the reputation and recognition of all.

## CUNY with its colleges

General combinations.

Any of the shown three co-branding options are available. It's important to remember that the purpose of this system is to ensure the presence of the CUNY identity, either together with or apart from the college brand.



- A.** College logo together with CUNY Logosquare

The college brand should always appear to the left of the CUNY identity.



- B.** College logo apart from CUNY Logosquare



- C.** College logo apart from full CUNY Logotype.



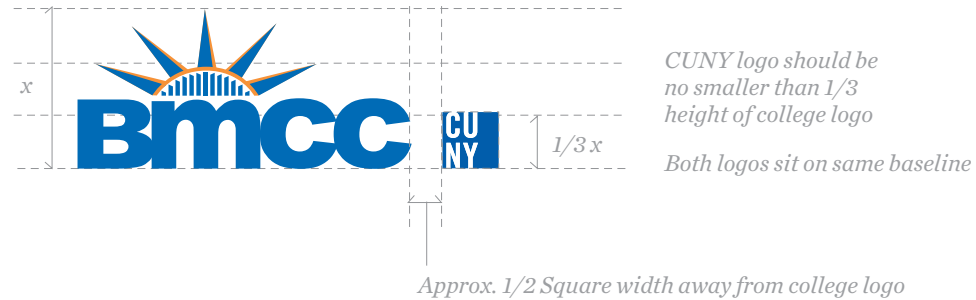
## CUNY with its colleges

Relational size.

The University brand may be used separately or together with the individual college's logo.

In either case, the size of the University Logosquare should appear no smaller than 35% (roughly one-third) of the college logo's height or width, whichever is the smallest dimension.

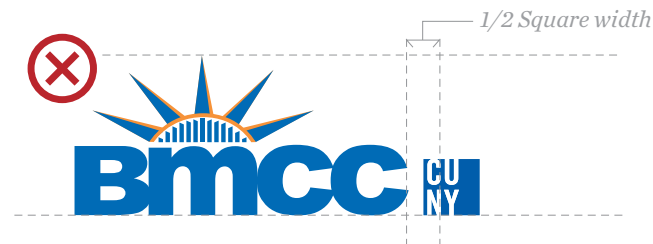
The two logos should be separated by approximately 1/2 the Square width.



CUNY Logosquare is too small.



CUNY Logosquare is too close.



## Letterhead co-branding

For external usage.

When printed along with a college logo on stationery, the CUNY logo may be reproduced in either Pantone Blue 286U or black.

The CUNY logo should align with some graphic element of the letterhead and should adhere to the other guidelines regarding placement and size. An example is shown at right.

The preferred letterhead stock is Strathmore Writing Bright White Wove 24 lb. text weight.

### RECOMMENDED

If other stock is used, post-consumer waste (PCW) content should be at least 30%.



*Align*

Borough of Manhattan  
Community College  
199 Chambers Street  
New York, NY 10007  
212 220-8000  
bmcc.cuny.edu





## Envelope/business card co-branding

For external usage.

When printed along with a college logo on stationery, the CUNY logo may be reproduced in either Pantone Blue 286U or black.

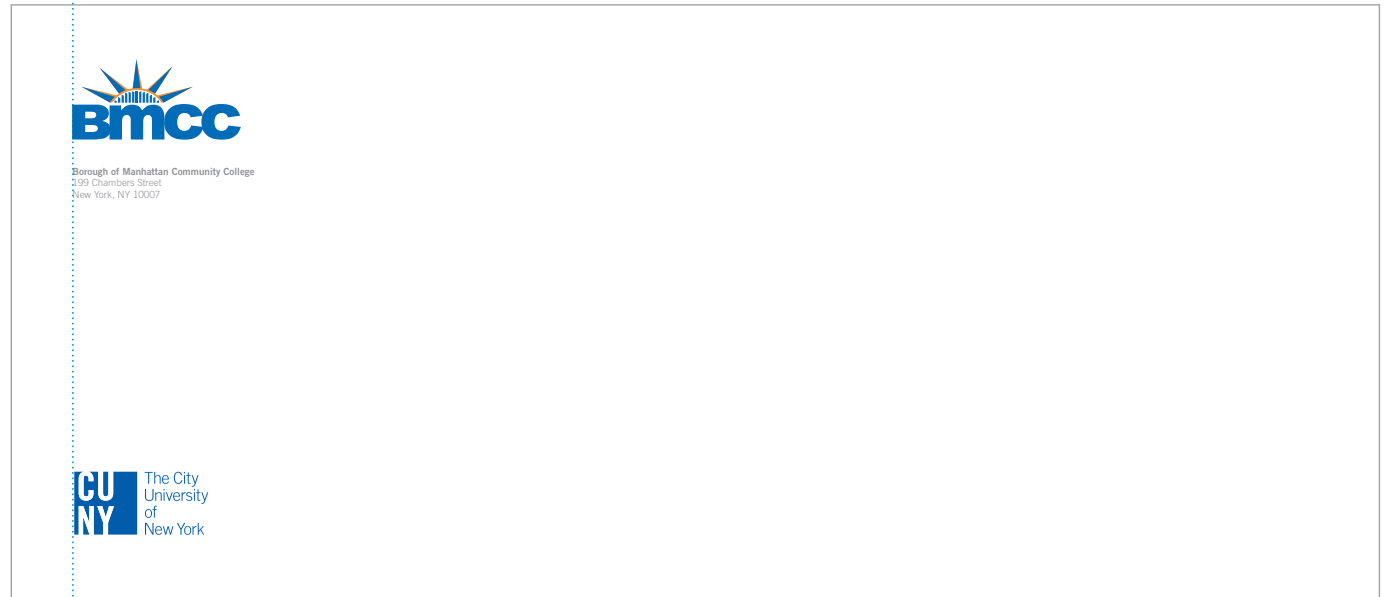
The CUNY logo should align with some graphic element and should adhere to the other guidelines regarding placement and size. Examples are shown at right.

The preferred envelope stock is Strathmore Bright White Wove 24 lb. text weight and the business card stock is double-thick Strathmore Bright White Wove 130 lb. cover weight.

### RECOMMENDED

If other stock is used, post-consumer waste (PCW) content should be at least 30%.

*Align*



*Align*

## Co-branding independent website

Subsidiary entity within CUNY.

This identity is similar to the CUNY site design (See Chapter 4, “Web and digital media”), but it allows for another institution’s name or brand on the same level as the CUNY Logotype.





## Co-branding college website

CUNY college.

CUNY identification on all of its member college websites should follow the branding guidelines in Chapter 1, “CUNY graphic elements.”

In general, if the CUNY brand can be seen at the top of the site without scrolling, the CUNY Logosquare is sufficient **(A)**. If it can only be seen by scrolling down to the bottom of the site, we recommend using the full Logotype **(B)**.

The use of the “[College name] is CUNY” graphic is no longer recommended.



## Co-branding

College building signage.

Exterior building signs are appropriate opportunities for colleges to express the link to CUNY.

Either the full Logotype or the Logosquare may be used. The CUNY logo should align with some graphic element and should adhere to the other guidelines regarding placement and size. Examples are shown at right.

Sizes, shapes and materials vary as required, but should always be of high quality for a degree of permanence.



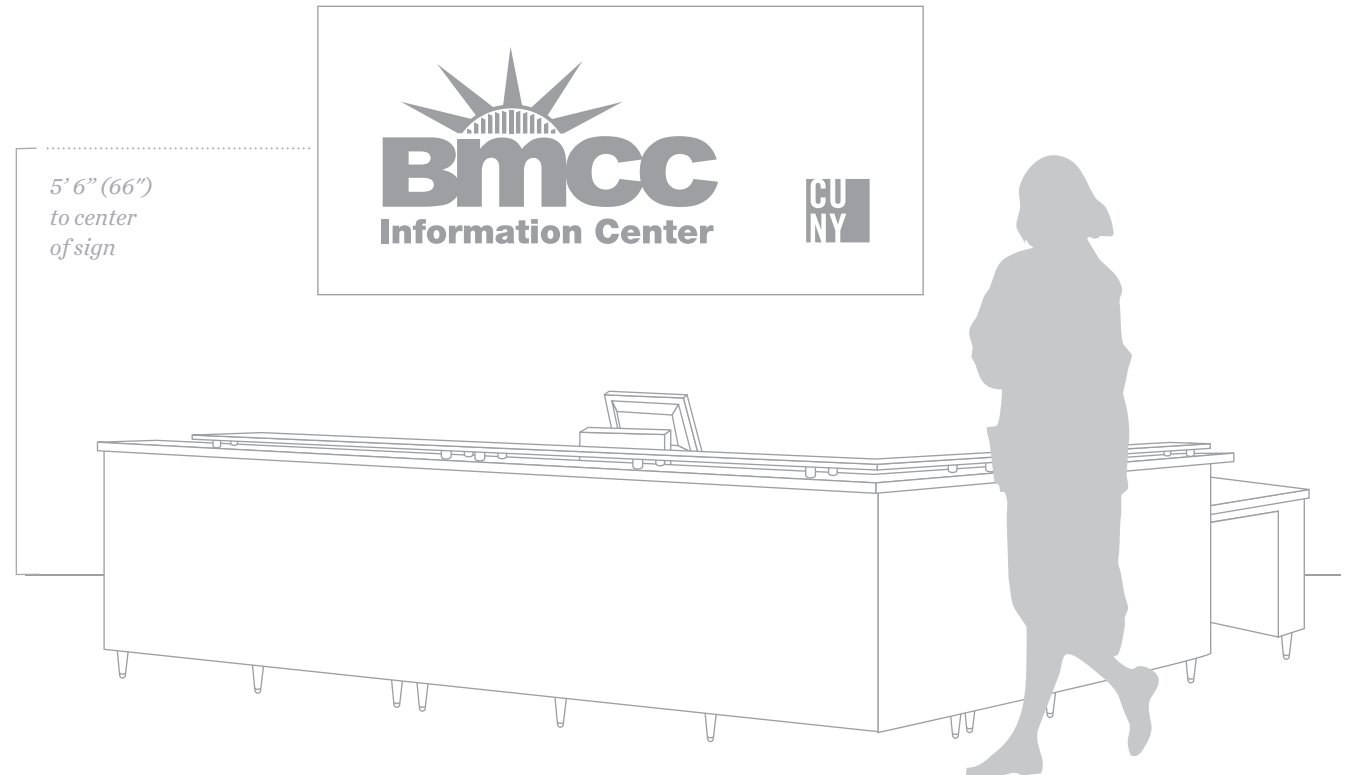
## Co-branding

College interior signage.

The CUNY name or Logosquare can be utilized with its schools and colleges in a number of ways. Most important is the first point of contact in reception or security areas.

The signs should be either centered behind the desk, or mounted on a wall with good sight lines from the entrance or the seating area. Neutral backgrounds are preferred.

The signs are best positioned at eye level (5'6" high to the center) depending on size of space, ceiling height and local conditions.





The City University of New York  
535 East 80th Street  
New York, NY 10075  
[www.cuny.edu](http://www.cuny.edu)



Office of Admission Services  
1114 Avenue of the Americas @ 42nd Street  
New York, NY 10036



Office of University Relations  
535 East 80th Street  
New York, NY 10075

**Kriz Lazarz**  
Designer/Junior Art Director

[kriz.lazarz@mail.cuny.edu](mailto:kriz.lazarz@mail.cuny.edu) 212-794-5522

IN AN AGE OF ELECTRONIC CONTACTS, we cannot forget that one of the most important ways that the visual identity of the University is expressed is through a basic, fundamental means of communication: stationery. Letterheads, envelopes and business cards are daily, wide-ranging expressions of the University, and each letter, envelope or business card provides an opportunity to introduce, enhance or reinforce CUNY's graphic identity.

With the extensive number of University departments, schools and colleges, and the amount of printed communication generated, consistency in use of the elements of graphic identity is paramount.

This manual provides guidance for the size and positioning of the CUNY Logosquare and Logotype and outlines the differences between use of the University logo for communications within the system of the University and as a co-brand together with its schools and colleges.

## Letterheads

For all usage.

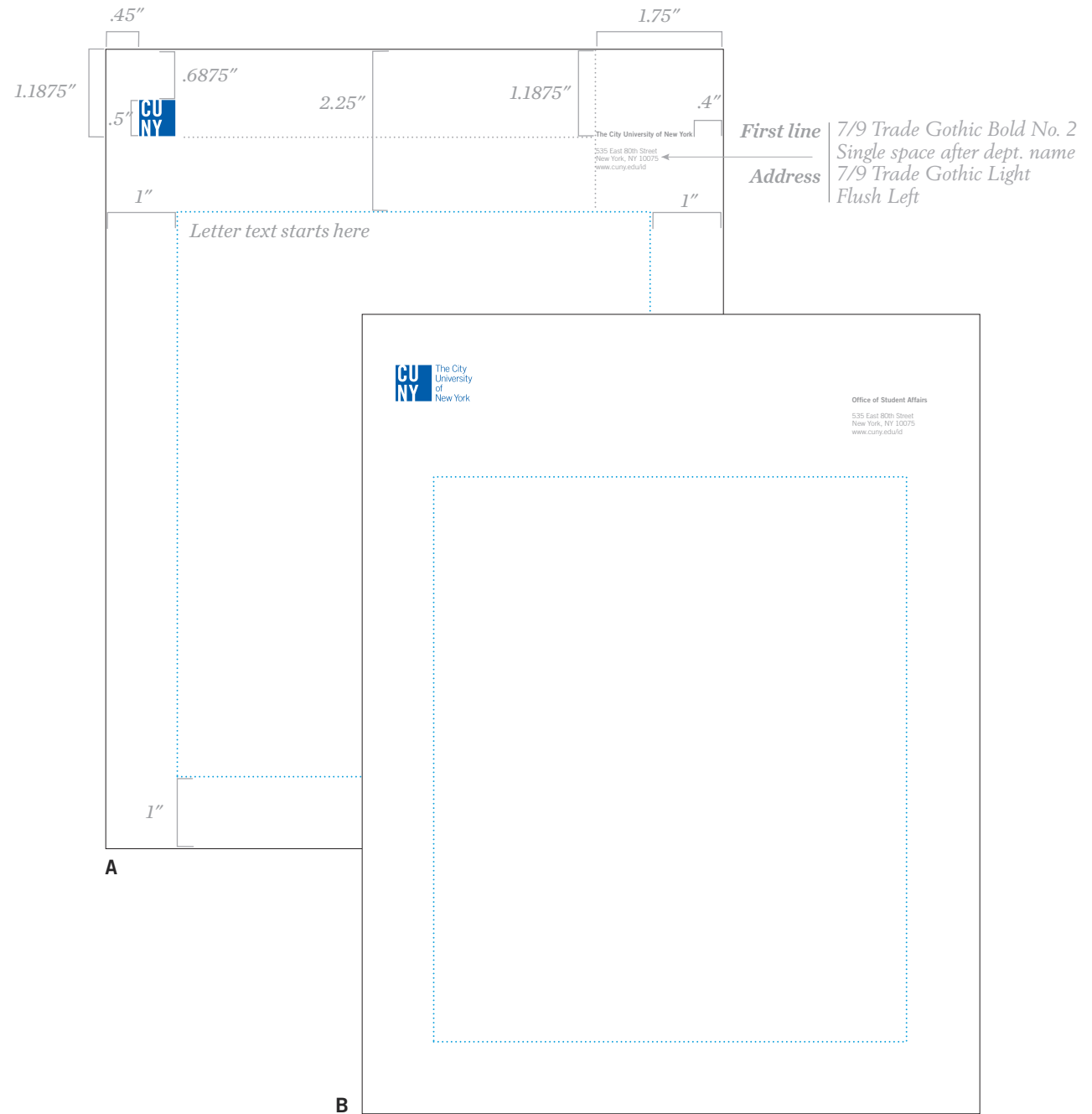
The letterhead should strive for consistency in both printed and digital form. The two formats are shown at right: University office **(A)** and individualized departments **(B)**.

Logo size and placement remains uniform on both, as well as letter text placement and general margins.

When printed, the inks are Pantone Blue 286U and Pantone Gray Cool 9U. The preferred letterhead stock should be Strathmore Writing Bright White Wove 24 lb. text weight.

### RECOMMENDED

If other stock is used, post-consumer waste (PCW) content should be at least 30%.



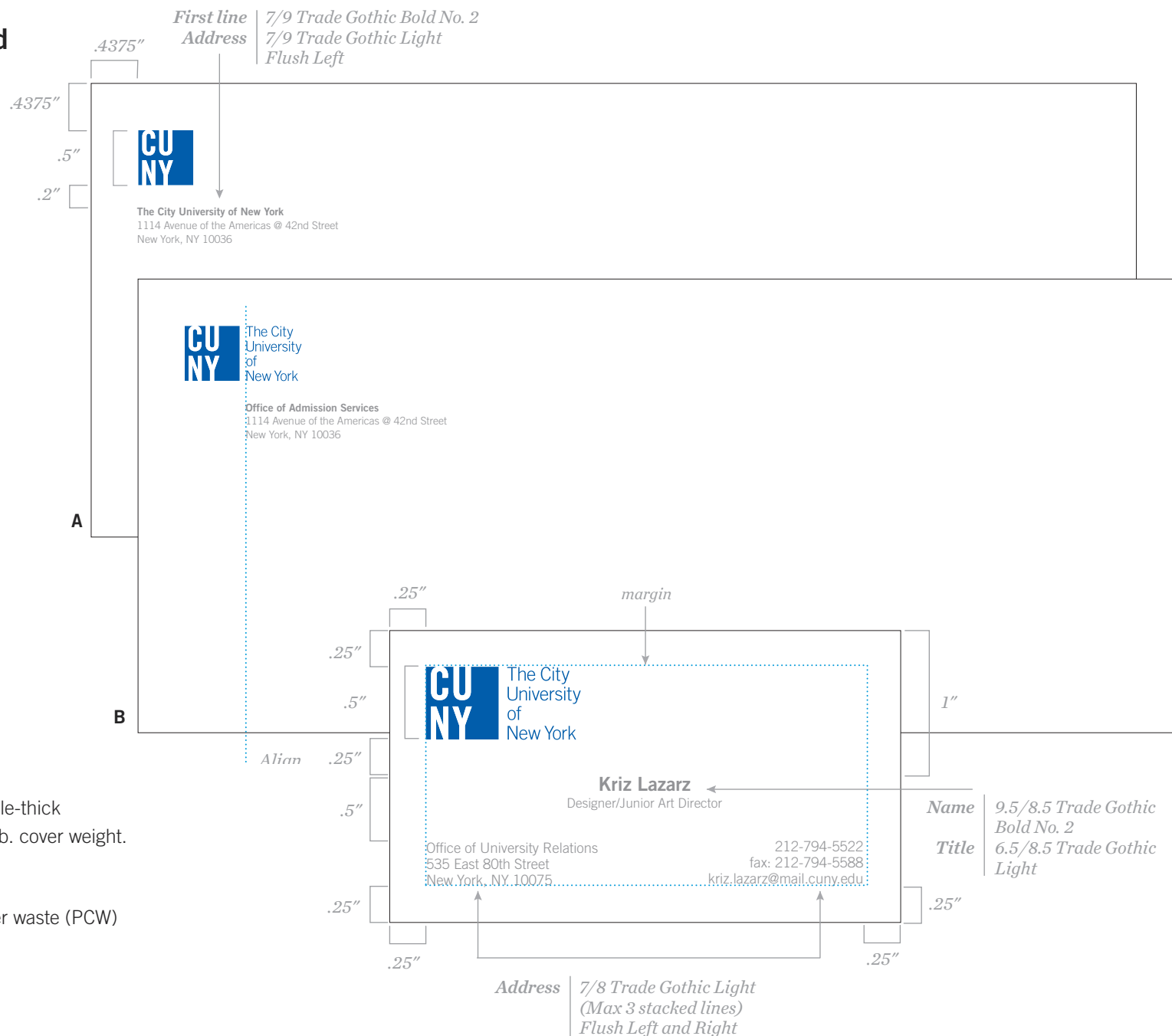
For all usage.

Logo size and placement remains uniform on both, as well as general margins. But the address block alignment differs, with the University information brought under the Logosquare. The departmental information is kept aligned with the University name as shown.

When printed, the inks are Pantone Blue 286U and Pantone Gray Cool 9U. The preferred envelope stock should be Strathmore Writing Bright White Wove 24 lb. text weight and the business card stock should be double-thick Strathmore Bright White Wove 130 lb. cover weight.

## RECOMMENDED

If other stock is used, post-consumer waste (PCW) content should be at least 30%.





Home to CUNY - The City University of New York

Find It College Websites Text Version

Future Students Current Students Faculty/Staff Alumni

SEARCH PORTAL LOG-IN

LIBRARIES EMPLOYMENT

NEWS/EVENTS

RESEARCH

ADMISSIONS

- Undergraduate
- Graduate
- College Costs
- Financial Aid
- Apply to CUNY
- Adult & Continuing Ed
- Visiting Students
- Contact Us
- Admissions Home

TO CUNY

Blackboard/e

Honors College

Continuing Educatic

Administration

g to CUNY Colleges

NY TV / Radio / Channel

nd People (phone/emails)

**probing the multiverse**

LISTEN/Allan Guth - Michio Kaku Introduction

**TODAY AT CUNY**

COLLEGE HEALTH: HEALTH FOR A LIFETIME  
September 28 | 1:00 PM  
College of Staten Island

SIEDC'S HEALTH AND WELLNESS EXPO  
September 28 | 8:00 AM  
College of Staten Island

ART DEPARTMENT FACULTY EXHIBITION  
September 28 | 10:00 AM  
Lehman College

OPEN HOUSES AT THE COLLEGES  
UPCOMING BOARD OF TRUSTEES MEETINGS & HEARINGS

**NEWSWIRE**

**Dr. Frank D. Sanchez Named Vice Chancellor for Student Affairs**  
The Board of Trustees of The City University of New York today approved the appointment of Dr. >>>

**Detecting Invasive Species**  
Queens College assistant professor of biology Michael Hickerson and three of his students spent two weeks on the exotic French Polynesian island of Moorea as part of an international effort that is >>>

**CHANCELLOR GOLDSTEIN REPORTS**  
As part of CUNY's ongoing commitment to improving the public health, including the health of its students and employees, I have established a CUNY Tobacco Policy Advisory Committee to review the University's current smoking policy and consider expanding it. >>>

**TOBACCO POLICY ADVISORY COMMITTEE**

**CUNY RADIO**

**OBESITY'S SICK DAYS**  
The number of work days Americans lose each year due to obesity has more than doubled in >>>

**JAZZ AND A NEW MIDDLE CLASS**  
The arrival of jazz in the early 1920s not only challenged traditional musical tastes, >>>

**QUICK LINKS**

Portal Log-in/Blackboard/eSims

(emails)

Education

**UPDATES**

- Admissions Open Houses >>>
- How to Save Money on Textbooks >>>

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**H1N1 UPDATE**

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**Saving Jamaica Bay**

From: CUNYMedia | September 17, 2010 | 92 views

Can oysters save Jamaica Bay? Baruch College natural sciences professors Chester Zarnoch and Tim... trying to find out. Last summer they received a two-year grant from the National Science Foundation to... survival of oysters in the bay, the largest urban wildlife preserve in the U.S., and to look at their potential... pollution in the estuary. "The disappearance of the grasses in Jamaica Bay is one of the major environm...

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CUNY

Name: 29,168

Channel Views: 96,304

Total Upload Views: January 23, 2007

Joined: 369

Subscribers:



AS IMPORTANT AS UNITY AND CONSISTENCY are in CUNY's forms of visual identity in publications, stationery and signage, it is the Internet today that provides so much exposure to so many. It is unparalleled in providing the daily news of the University and its colleges, the schedules of events for those both within the University community and the greater public, and the instant access to and retrieval of scores of events on a diversity of platforms.

To complement and help maintain a consistency with the graphic identity standards in other areas, such as print products and signs, this manual provides standards for the use of the University Logosquare, including guidance on size, color and positioning on website pages.

To reproduce colors that match those in print material certain hexadecimal/RGB values have been shown to work best, and standards are established for where the CUNY Logotype should appear on a web page and the pixel height of the logo as well as the pixel space around the logo.

## CUNY Web colors

University website identity.

Reproducing the CUNY colors for the Web requires some subtle shifts so that the experience of viewing the colors on screen is as close as possible to seeing them in print.

Hexadecimal/RGB values are provided. See Chapter 1, “CUNY graphic elements,” for spot color and process printing standards for all the CUNY colors.

The primary Web font is Arial Bold and Regular for headline and body copy, respectively. Times New Roman Bold and Regular is a secondary choice, but is generally reserved for use in the “billboard” graphic.

Note: Many graphic programs offer their own numerical Pantone to CMYK to RGB translation values, but since they can differ substantially between applications, we have opted to craft our own formulas that we feel reflect the color experience more truly across a broad spectrum of monitor qualities.

### Primary (logo) colors



Pantone Blue 286  
R29 G58 B131  
Hex #1d3a83



Pantone Orange 716  
R255 G132 B0  
Hex #ff8400



Pantone Black  
R0 G0 B0  
Hex #000000



Pantone White  
R255 G255 B255  
Hex #ffffff

### Secondary colors



Pantone Cool Gray 9  
R102 G111 B116  
Hex #666f74



Pantone Cool Gray 5  
R182 G186 B189  
Hex #babfc2



Pantone Ochre 1245  
R177 G130 B12  
Hex #b6810f



Pantone UMBER 1265  
R100 G76 B14  
Hex #7b5813

### Auxiliary colors



Pantone Indigo 2768  
R12 G34 B85  
Hex #0c2255



Pantone Tangerine 1505C  
R255 G102 B0  
Hex #FF6600



Pantone Leaf 370  
R59 G109 B9  
Hex #446f16



Pantone Cool Gray 3  
R214 G219 B222  
Hex #d6dbde



Pantone Sky 3005  
R0 G93 B170  
Hex #005daa



Pantone Golden 1235C  
R255 G182 B15  
Hex #ffb60f



Pantone Chartreuse 390  
R173 G182 B5  
Hex #adb605

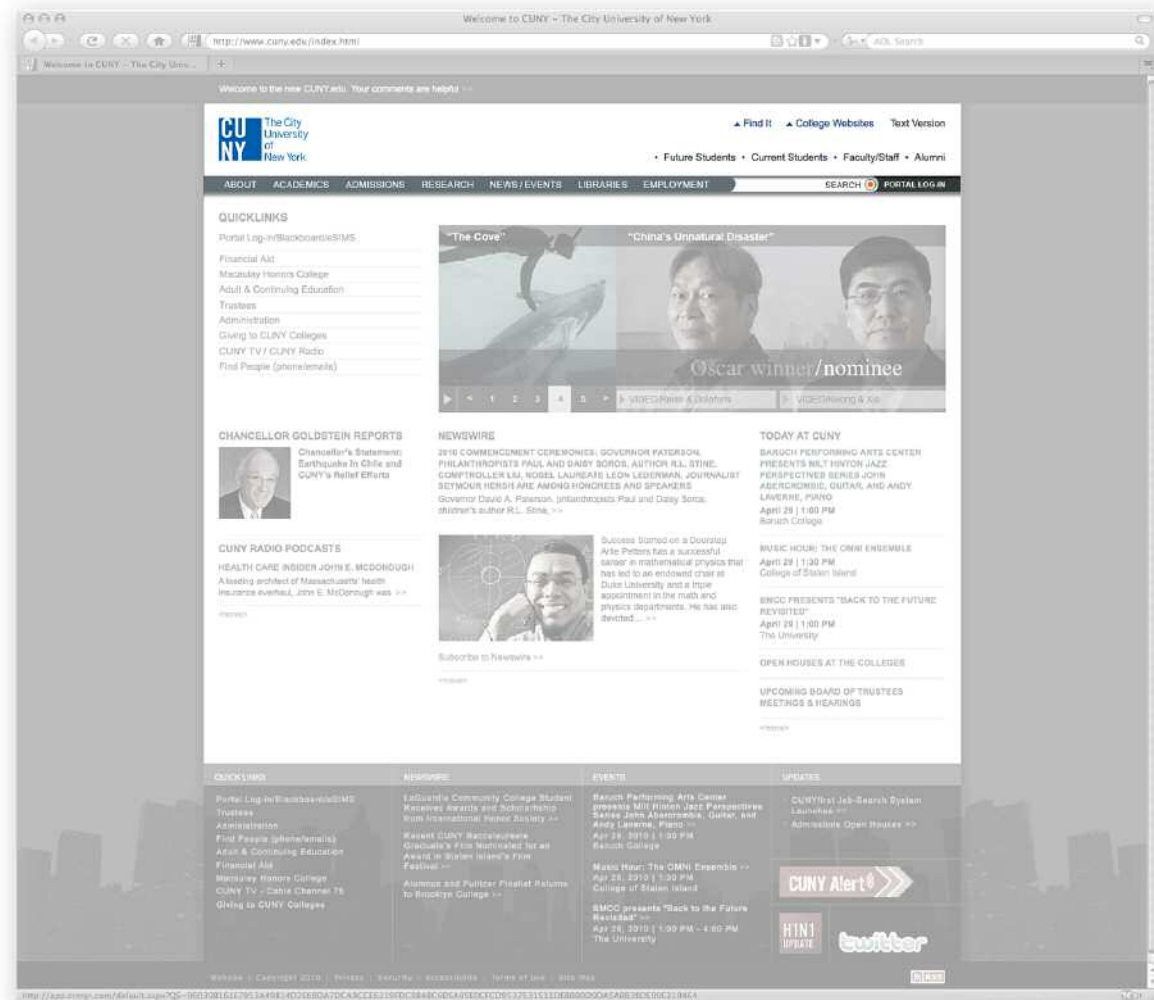
## CUNY Web identity

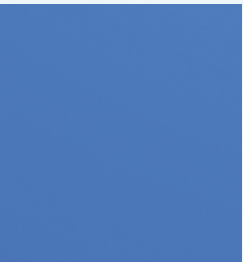
University website layout.

The full blue CUNY Logotype should appear in a band across the top of the website in the upper left corner.

The logo should always appear as 56 pixels high with 20 pixels above and to the left and bottom as clear space.

No other brand identity should appear on the same level as the CUNY Logotype. In cases where other institutions need to be identified, please see Chapter 2, “CUNY co-branding”.





**CU  
NY** The City  
University  
of  
New York



**CU  
NY**

**CU  
NY** The City  
University  
of  
New York

WITH THE SIZE AND DIVERSITY OF THE UNIVERSITY, a continual flow of promotional items and products reinforces recognition and strengthens the identity of CUNY. From flags and banners to T-shirts and bags, the Logosquare should be used in ways consistent with standards set forth in this manual.

Thought should be given to the range of promotional opportunities to use the Logosquare, and this manual provides an illustration with a pattern on a public or broadcast backdrop. For promotional items, reproduction guidelines will also help to ensure the highest-quality results for a variety of products. Clarity and consistency of identity are required in other areas, such as the vehicles of the University, and uniform use of our graphic elements serves not only to speed identification but to reinforce recognition as well.



## Flags/banners

Public use.

Large display banners can be composed horizontally or vertically, and hung with grommet holes **(A)** or pole sleeves **(B)**. Vertical pull-down banners **(C)** are convenient, easy to assemble and travel easily.

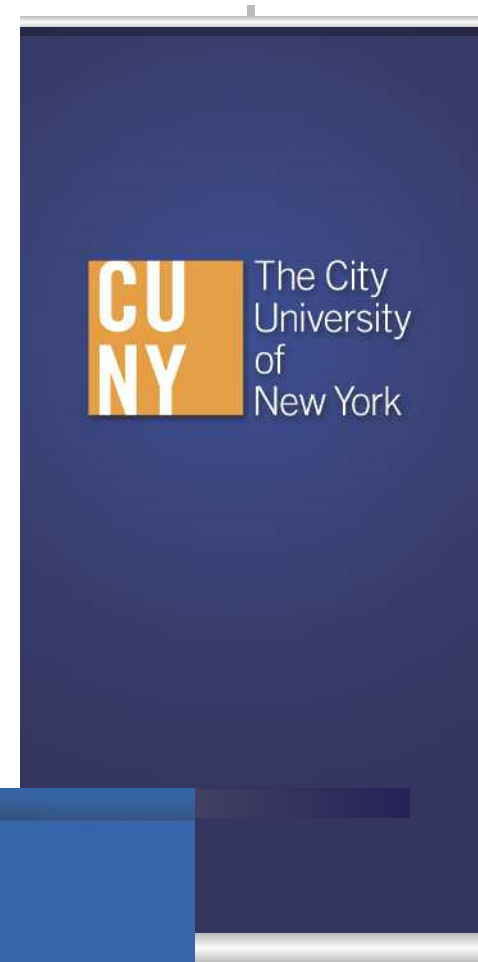
The orange logo reads well from a distance and is recommended, but the other approved colors are allowed in the logo as well.



**A**



**B**



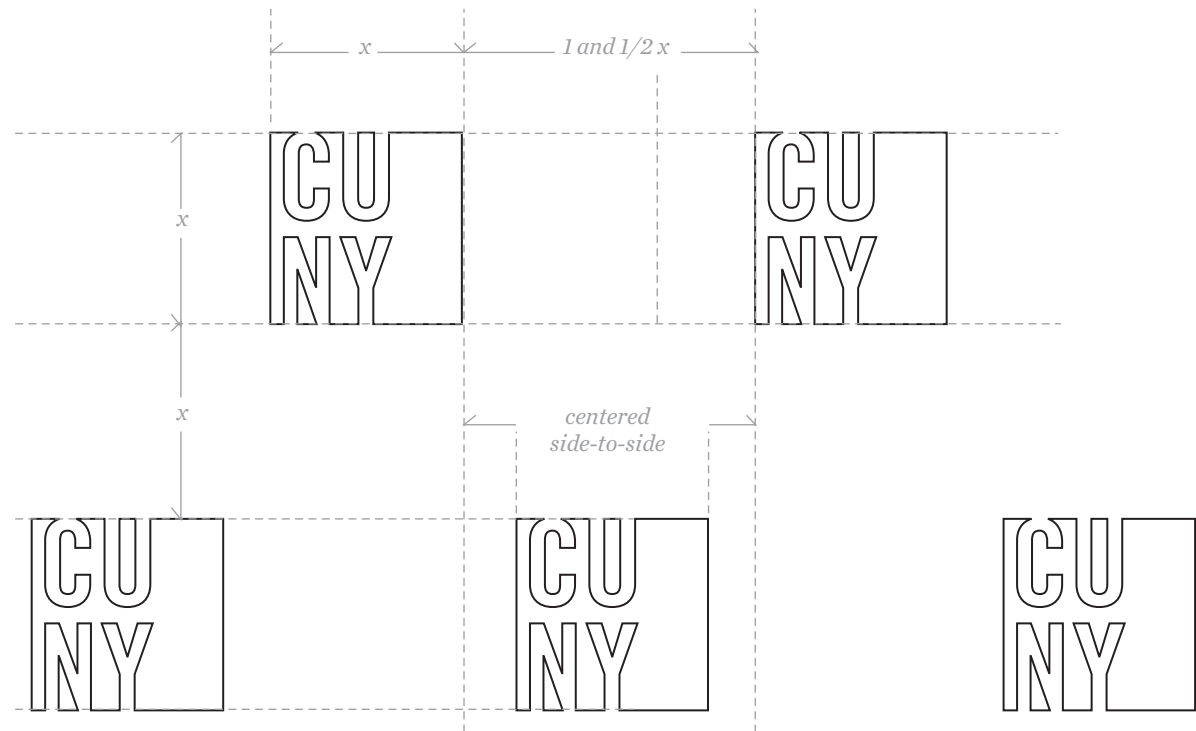
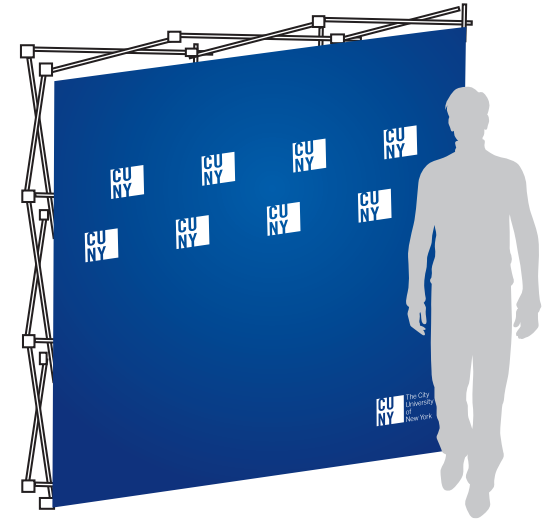
**C**

## Freestanding display/backdrops

For photography and broadcast.

A pattern may be made from the CUNY Logosquare for backdrop/public display usage. Suggested step-and-repeat proportions are 1 1/2 Square width horizontally and a single Square height vertically, as shown at right.

The Logosquare should be fairly large for maximum readability at a distance and for clarity in video broadcast/photo sessions.



## Promotional items

Variety of reproduction methods.

For reproduction on a greater variety of surfaces, such as cotton, vinyl, leather or canvas, the usual printing methods are often not applicable. Alternative reproduction methods such as silkscreen, foil-stamping and embroidery require art files formatted as digital vector art.

### RECOMMENDED

When foil-stamping the CUNY Logotype, Pantone Silver 877 is preferred, although White and Pantone Blue 286 are secondary choices when appropriate to the item and available.





## University vehicles

Vinyl appliqué.

Seen on all campuses, CUNY vehicles must be easily and quickly identified. They also act as mobile billboards for the CUNY brand.

The CUNY Logosquare should be located on both sides centered above the rear wheel well on all vehicles.



CU  
NY

The City  
University  
of  
New York

SIGNS ARE OFTEN THE FIRST FORM OF CUNY BRANDING, or graphic identity, to greet students, staff and visitors and are a presence that remains with observers throughout the day. Exterior signs, which identify a school and its buildings from a distance and interior signs, which reinforce that presence in entrances and other areas, are one of the primary ways that people experience CUNY and therefore, one of the most useful elements in creating a unified brand for the University.

The CUNY identity should be represented in public view at least once at all colleges, schools and institutes. The full Logotype is preferred and should be used wherever possible, especially where it can support and build the image of the smaller institutions.

The following guidelines outline the components and design principles. The signage system employs the main identity elements, the Logosquare and Logotype with associated and approved CUNY fonts.

Standards are provided for a full spectrum of sign usage, including exteriors, entrances, lobbies, interior directories and doors. Guidelines are also offered for the co-branding of the University and its schools and colleges. The material presentation of CUNY's identity should be of the highest quality and should be appropriate to the environment, adding value not clutter.



## Signage elements

Full Logotypes.

The main signage expressions of the CUNY branding are illustrated across the spread at right. Internally illuminated treatments (where desirable) will be treated as custom applications.

Logo signs may be used in public view in both exterior and interior locations. They can be either employed alone, or in relation to college branding, at least once at every location.

### Full CUNY Logotype A

This type consists of freestanding dimensional cutout logo and letters to be mounted on glass or on light-colored or highly finished smooth walls. Color: Silver or CUNY Blue. Sizes can vary, but the most common sizes will be 18", 24" or 32" Logosquares.

### Full CUNY Logotype B

In cases where the wall surface is brick, stone or highly textured, the logo should be on a panel to provide an appropriate level of contrast. Note the placement on the panel allows 1/2 X clear space all around. For this type, the color policy is flexible. The color may be a silver logo on painted blue background, polished metal on a brushed metal background, or other combinations following brand policy.



A



B

## Signage elements

Logosquare only.

If the full CUNY Logotype is not displayed, the Logosquare may be used to link and endorse colleges in a flexible manner.

### CUNY Logosquare C

This one-color example can be manufactured in aluminum or stainless steel for application on glass or highly finished walls. The finish can be fine horizontal brushed, or satin finished.



C

### CUNY Logosquare D

This two-color version can be employed in cases where the logo cannot be displayed with the wall or background color showing through the CUNY lettering (brick walls, for example).

In aluminum or stainless steel, finish as above, but with a back plate (titanium, for example).

### CUNY Logosquare E

This version incorporates sandblasted-effect vinyl on glass on external and internal entrances.



D



E

## Building signage

Initial interface.

This type of sign is the first point of contact on approaching or entering a CUNY facility. They may be employed for exterior or interior applications as possible or necessary. The most useful type is wall-mounted.

The full CUNY Logotype is advised.

Layout protocols follow those specified for print. The typeface employed is Trade Gothic Bold Condensed 20 or Trade Gothic Bold 2.

The office or location description is spelled out in upper and lower case letters aligned left with the type in the logo above. The descriptions may be on one, two, or three lines, but should match the size of the CUNY letters within the Logosquare. See 1-line, 2-line and 3-line examples at right.

Most architectural signs are custom made to fit the environment and for distance visibility. They are expensive and should be used selectively. Three dimensional logos and letters may also be used in certain priority locations. These signs may also be internally or front illuminated.

Sizes, shapes and materials vary as required, but should always be of high quality.



## Internal signage

Directional and room.

### Directional signs

This type of sign should be used in areas where visitors and staff are faced with a multiplicity of choices, a confusing layout or large spaces. They may be placed at entry, in elevator lobbies or at key decision points in the wayfinding sequence.

The department name should align left with the CUNY Logosquare. Department names appear in upper and lower case, while specific rooms are set in a smaller size in all caps.

College directional and information signs may also use the CUNY logo to advantage.

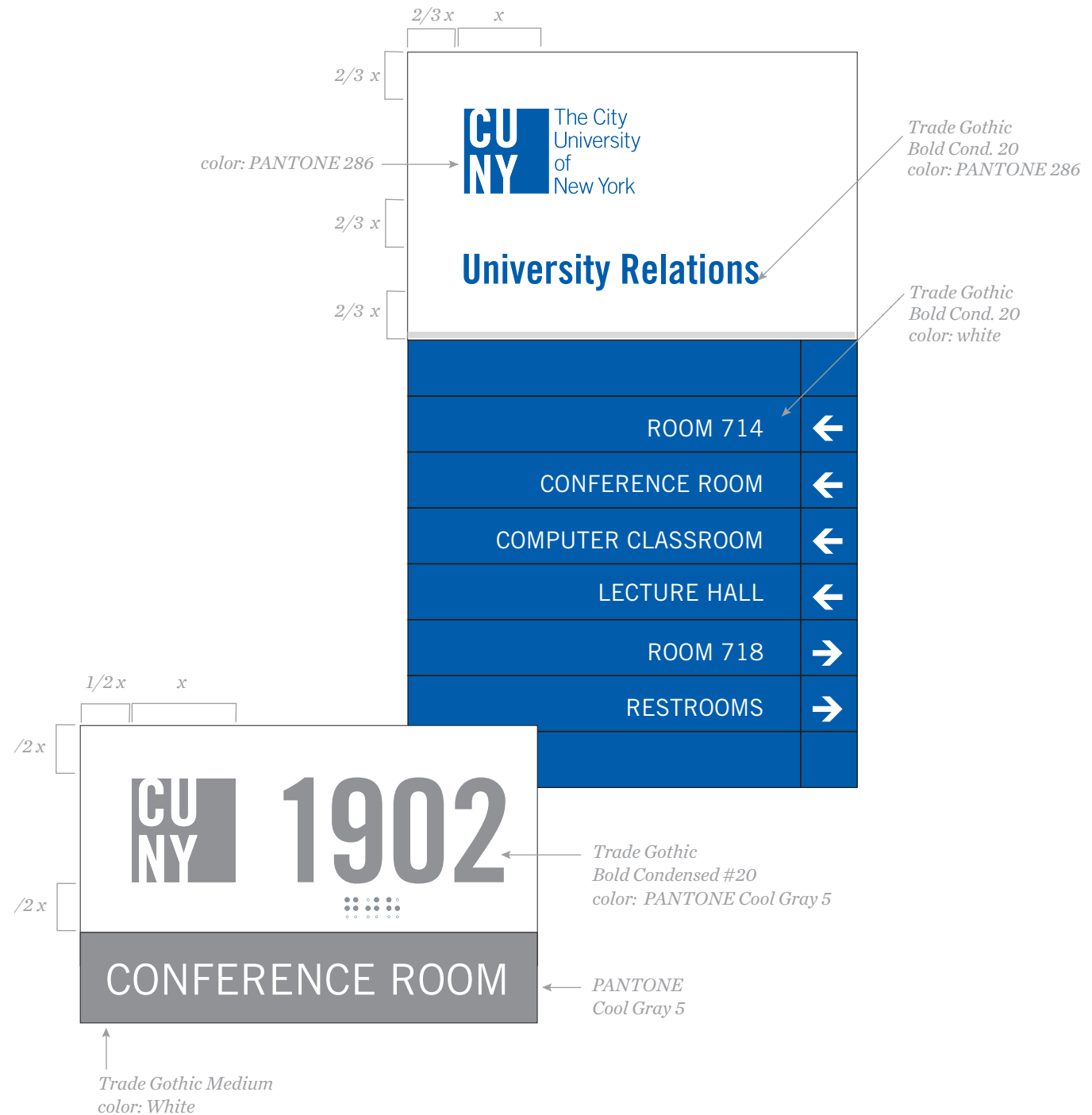
This type of sign will generally be fabricated of vinyl lettering on a rigid metal or plastic substrate.

Mounting height is 60" to the center of the sign.

### Room ID and numbers

The CUNY Logosquare has been employed to reinforce CUNY branding within offices and facilities. Illustrated at right is an example that also employs ADA-mandated Grade Two Braille.

Note: The Logosquare may be presented in Pantone Cool Gray 5 in situations where a more subtle presentation is needed.





## Entrance treatment

For application on glass.

Entrances are an opportunity to brand the transition from public space into CUNY space. They are also subject to industrial codes that require “distraction markings” to prevent accidents from pedestrian collisions.

### Vinyl application

Entry door ID is the CUNY Logosquare in 3M ‘Dusted Crystal’ reverse-applied vinyl, giving a sand-blasted appearance. The size may be scaled to fit the available space, but the standard will be 10” square. The logo is centered left/right on the door or doors and the height is 60” to the center.

### Safety distraction markings

To be used in cases where clear transparent glass panels and sidelights are wider than 20” in width and an opaque base is lower than 18”. Horizontal bars, benches, planters and other objects blocking the sidelights exempt the panels from this requirement.

The markings are 2” square, spaced 3” apart and should be applied at two heights, 30-36” and 60-66” high above floor level.



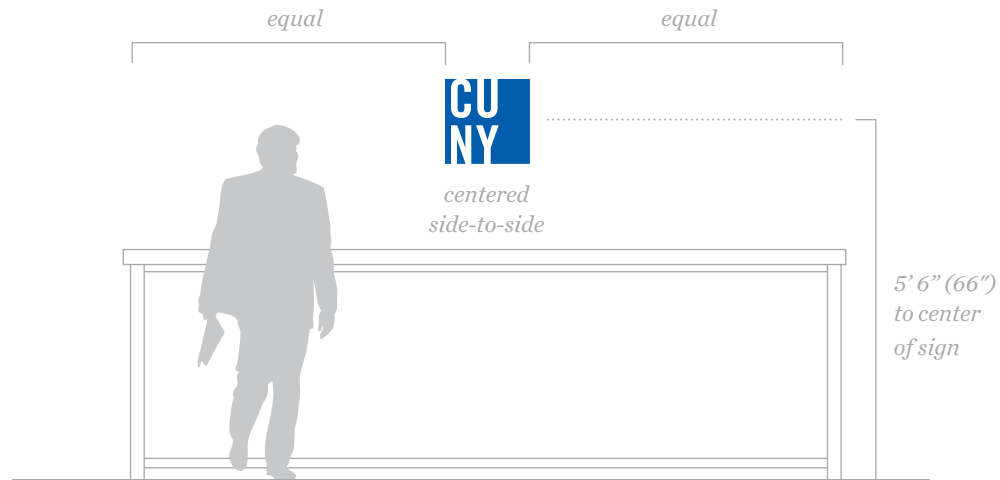
## Lobby/reception areas

Wall placement.

CUNY signs are used to identify and brand these first points of contact within CUNY facilities. Consistent use of the logo helps build our brand despite extensive variations in interior environments.

The signs should be either centered behind the desk, or mounted on a wall with good sight lines from the entrance or the seating area. Neutral backgrounds are preferred.

The signs are best positioned at eye level (5'6" high to the center) depending on size of space, ceiling height and local conditions.



CU  
NY

Office of the  
Resources Manager

**G**IVEN THE LARGE NUMBER OF SEPARATE OFFICES and operations within the University system, recognition and enhancement of graphic identity will also be strengthened by the uniform use of our Logosquare with names and titles.

In these instances of internal co-branding, the Logosquare will appear to the left of the office title. The following pages provide illustrations of the type fonts and weights that should be used and guidelines on alignments and proper proportions of the elements. Flexibility is necessary, but using no more than two lines of type in an office title is visually effective, and whenever possible a third line should be avoided.

## CUNY with office name

For internal usage.

There are uniform standards of color, font, typeface and alignment that apply when using the CUNY Logosquare with office and department names to ensure consistency of graphic identity throughout the University system.

The illustrations at right are suggested proportions for 1-line, 2-line and even 3-line examples. Tracking values (from within Adobe Illustrator) for each font are highlighted in the yellow squares at the top of the page.

For the Logosquare's color, always use Pantone Blue 286 or its equivalent. Use combinations of Trade Gothic Light and Trade Gothic Bold Condensed No. 20.

The type baseline should align with the bottom of the Logosquare, however, the type does not need to align with the top of the Square.

There should be a noticeable size difference between the two different weights of the Trade Gothic family, rather than setting both weights in the same point size.

If it is necessary to break the office name into more than two lines because of an extremely long name, use the two fonts, Trade Gothic Light and Trade Gothic Bold Condensed No. 20.

Variations are acceptable, but please keep the above guidelines in mind.



## CUNY with office name

*Incorrect usage.*

Do not use any other color than  
Pantone Blue 286 or its equivalent.

The height of the lettering must never exceed the  
height of the Logosquare, and the ink must always be  
solid. No use of tinted ink is allowed.

Do not use fonts other than Trade Gothic Light and  
Trade Gothic Bold Condensed No. 20. Do not mix in  
other weights of the Trade Gothic family.

In a three-line name or title, all three lines should not  
be in the same font. Both Trade Gothic Light and  
Trade Gothic Bold Condensed No. 20 must be used.

The length of the type for the office name cannot  
exceed the total width of 10 Logosquares.



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**Facilities Planning,  
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Office of  
**Facilities Planning, Construction & Management**



## Appendix

Other resources.

Current logo art and CUNY campaign graphics for print and Web, as well as individual college identity programs are available for download at **[cuny.edu/id](http://cuny.edu/id)**

Although we have attempted to cover the majority of identity and brand reproduction instances, this document does not cover all situations and is inarguably incomplete. For inquiries about situations that are not addressed by these guidelines, please e-mail the University Director of Graphic Design:

**[richard.sheinaus@mail.cuny.edu](mailto:richard.sheinaus@mail.cuny.edu)**

Other requests for creative and design support can be made through

**[cuny.edu/about/administration/offices/communications-marketing.html](http://cuny.edu/about/administration/offices/communications-marketing.html)**

Thanks to the University Graphics Identity Committee for their diligent work in preparing this manual.

Chair: Richard Sheinaus, Director of Graphic Design  
Daniel Shure, Rich Breeden, Arthur King, Kriz Lazarz, Julie Overskei,  
Jordan Rome and Michael Tashji

Additional contributions were provided by communications professionals of the colleges of The City University of New York.